



Course Announcement



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Crisis Communications – Enhanced G290 Course

Course Code

EG290-1-14

EG290-2-14

Course Dates

October 20-23, 2014

April 20-23, 2015

Course Location

CSTI - San Luis Obispo, CA

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This is the first in a three part series of crisis communications and the media courses. It is designed for people who work with the media in times of crisis. It is also applicable for day-to-day media relations. The program emphasizes the importance of developing a Public Information Officer (PIO) team, communications skills, teamwork, and leadership. Participants engage in public speaking exercises and media interview sessions. Classroom and breakout sessions are information intensive and are designed to help participants apply principles and techniques taught in the discussions. Participants will meet representatives from the media and other agencies involved in crisis communications.

The class includes certification in the FEMA Basic Public Information Officer Course (G290).

Topics discussed include:

- Meeting the Media's Needs
- Interview Laboratories
- Join Information Centers
- PIO Team Exercises
- Communication Skills
- Conducting News Conferences
- Media Legal Issues
- Writing News Releases

Tuition: \$800

Tuition payment must be mailed to CSTI, or credit card information called in, four weeks prior to the start of the course or upon registration and acceptance into the course. We are unable to accept tuition payments on the day of registration. Late registration will be considered on a case-by-case basis, depending on availability. CSTI accepts checks, money orders, and credit cards (VISA, MasterCard, and American Express). **Purchase orders are not accepted.** Checks should be made payable to: **California Governor's Office of Emergency Services**. For credit card payments or questions about tuition, contact Beverly Battaglia, at (805) 549-3599 or email CSTIpmt@caloes.ca.gov. Our Federal Tax ID# is 68-0278801.

Apply immediately online at www.caloes.ca.gov/CSTI. If you need a hardcopy application, please contact the registrar at (805) 549-3536 and one will be faxed or emailed to you. An information packet and map will be sent prior to the course.

For registration questions call the Registrar Kayla Mikel at (805) 549-3536, Kayla.Mikel@caloes.ca.gov.